

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM630489

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Trustee of the Lawrence P. and Jacqueline Viviani Family Trust, FBO Nina Respicio, a California trust, the trustee comprising Comerica Bank & Trust, N.A., a national banking association		09/02/2020	Trust: CALIFORNIA
The Trustee of the Lawrence P. and Jacqueline Viviani Family Trust, FBO Maria Ann Viviani, a California trust, the trustee comprising Comerica Bank & Trust, N.A., a national banking association		09/02/2020	Trust: CALIFORNIA
RECEIVING PARTY DATA			
Name:	K S Mattson Partners, LP		
Street Address:	131 Wykoff Dr		
City:	Vacaville		
State/Country:	CALIFORNIA		
Postal Code:	95688		
Entity Type:	Limited Partnership: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77115347	THE SONOMA CHEESE FACTORY	
Serial Number:	88949669		
Serial Number:	88950388	SONOMA CHEESE FACTORY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2133957621		
Email:	ipfilings@hansonbridgett.com		
Correspondent Name:	Raffi Zerounian		
Address Line 1:	777 S Figueroa St		
TRADEMARK			

OP \$90.00 77115347

Address Line 2: Suite 4200
Address Line 4: Los Angeles, CALIFORNIA 90017

ATTORNEY DOCKET NUMBER: 26634.54

NAME OF SUBMITTER: Justin Thiele

SIGNATURE: /Justin Thiele/

DATE SIGNED: 03/08/2021

Total Attachments: 4

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Schedule B

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective September 2, 2020, is made by and among The Trustee of the Lawrence P. and Jacqueline Viviani Family Trust, FBO Nina Respicio, a California trust, the trustee comprising Comerica Bank & Trust, N.A., a national banking association ("Nina Respicio Trust"); The Trustee of the Lawrence P. and Jacqueline Viviani Family Trust, FBO Maria Ann Viviani, a California trust, the trustee comprising Comerica Bank & Trust, N.A., a national banking association ("Maria Ann Viviani Trust") (the Nina Respicio Trust and Maria Ann Viviani Trust collectively are defined as the "Assignor"), and K S Mattson Partners, LP, a California limited partnership with an address of 131 Wykoff, Vacaville, California 95688 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and the associated trademark registrations and applications for registration set forth on Exhibit 1 attached hereto (hereinafter the "Marks").

WHEREAS, Assignee has agreed to acquire from Assignor, and Assignor has agreed to assign to Assignee, all of Assignor's right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey, unto Assignee all of Assignor's right, title and interest in and to the Marks, including all rights under common law, any corresponding trademark applications or registrations therefor, and the goodwill appurtenant thereto.

Assignor agrees to execute and deliver at the request of Assignee all necessary documents, papers, instruments, and assignments in order to assign the Marks to Assignee, and to perform any other reasonable acts Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the Marks in Assignee and to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which shall be considered one instrument.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed and delivered.

ASSIGNOR:

**The Trustee of the Lawrence P. and
Jacqueline Viviani Family Trust, FBO Nina
Respicio, a California trust, the trustee
comprising Comerica Bank & Trust, N.A., a
national banking association (“Nina
Respicio Trust”):**

By: DocuSigned by:
Sharon M. Fong
22D258C18BA8424...

Name: Sharon M. Fong

Title: Vice President, Comerica Bank & Trust,
N.A., The Trustee of the Lawrence P. and
Jacqueline Viviani Family Trust, FBO Nina
Respicio

**The Trustee of the Lawrence P. and
Jacqueline Viviani Family Trust, FBO
Maria Ann Viviani, a California trust, the
trustee comprising Comerica Bank & Trust,
N.A., a national banking association
 (“Maria Ann Viviani Trust”)**

By: DocuSigned by:
Sharon M. Fong
22D258C18BA8424...

Name: Sharon M. Fong

Title: Vice President, Comerica Bank & Trust,
N.A., The Trustee of the Lawrence P. and
Jacqueline Viviani Family Trust, FBO Maria
Ann Viviani

ASSIGNEE:

K S Mattson Partners, LP

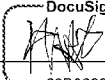

By: _____
DocuSigned by:

69B92932024E422...
Name: Ken Mattson
Its: Manager

Exhibit 1

Mark	App. No.	Filing Date
	88949669	June 5, 2020
SONOMA CHEESE FACTORY	88950388	June 5, 2020
THE SONOMA CHEESE FACTORY	77115347	February 23, 2007
SONOMA DELI	74207694	September 30, 1991